

Media Kit

MILITARYSPOT.com

MILITARYSPOT.com delivers direct access to a powerful consumer base with a large disposable income. Daily content updates ensure a repeat audience of net savvy military members and their families who regularly browse and purchase online.

Facts about the Military Market:

- >> Over a \$100 Billion Payroll for the military
- >> Over 25 Million Veterans, 1.65 Million Active Duty, and 1.5 Million Reserved Troops.
- >> Higher than National Average disposable income
- >> Over half are married and head of a household
- >> Many are considered to make outstanding civilian employees.

Services provided by MilitarySpot.com:

- >> CPM Campaigns - Consistent high click through rate
- >> CPA Campaigns – Superior qualified lead generation
- >> Monthly Sponsorships – Creates a successful brand awareness
- >> Third party tracking/verification and low attrition rate with advertisers

The Military Affinity Market

MILITARYSPOT.com provides access to the roughly 30 million strong military market. We cover all branches of the military. Active duty service members, veterans, dependants and others interested in military service use us regularly for military news, photos, videos, forums and other resources.

MilitarySpot.com



Online Channels

- >> **Home:** High Impact/Direct Type in Access
- >> **Jobs/Benefits:** Where to start, job facts and info
- >> **Education:** Tuition, Assistance, Education and Partners.
- >> **Military News:** Headline News Covering All Branches of the Military.
- >> **Military Finance:** Consumer Loans, Insurance, Banking, Credit Products.
- >> **Shopping:** Military Gear, Watches, and Jewelry.
- >> **Media:** Breaking News, Editorials, and Articles
- >> **Community:** Social Networking, Chat and Forums
- >> **Military Facts:** Military Facts and Resources.

Advertising Opportunities

- Channel/Page Sponsorships
- CPM- per Impression
- CPL- per Lead
- CPA- per Click Through/Sale

Tap into the massive military market which is a strong loyal community. The military market is well educated and well connected actively recommending products and services.



E-metrics

All data is verified by independent 3rd party analytic software and accredited sources.



Age



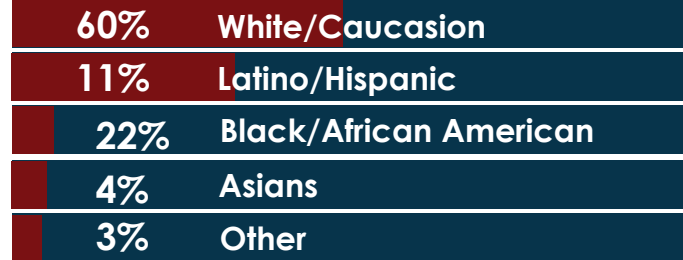
Gender



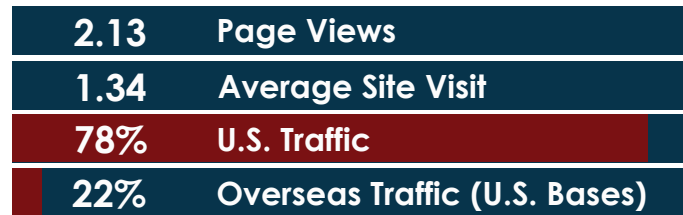
Married



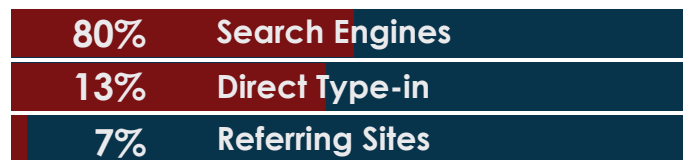
Ethnic Background



Visitor Overview



Source of Traffic

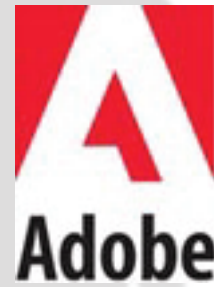
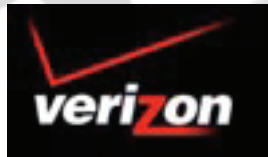


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